

SYSTEM AND METHOD FOR INTERACTIVE ADVERTISING

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ABSTRACT OF THE DISCLOSURE

An advertising service presents an interactive advertisement to a customer, such as via a television commercial. If the customer indicates an interest in the advertised product by responding to the advertisement, then the advertising service or other mechanism identifies the customer, correlates the customer to a merchant, and then automatically connects the customer to the merchant (or triggers connection of the merchant to the customer). The customer may be identified by extracting an identification number, address, or other identifying information associated with a client terminal that the customer used to respond to the advertisement. Correlation of the customer to the merchant may be performed by a database lookup to match customer information to merchant information. Thereafter, the merchant can be notified by the advertising service to contact the customer to fulfill the customer's response in a personalized and interactive manner.

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/DBI-P022-AP/v2